

Yeovil Town Council



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Promotions and Activities Committee

The Meeting... **Promotions and Activities Committee**

The Time... **7.00pm**

The Date... **Tuesday 14 September 2010**

The Place... **Town House, 19 Union Street, Yeovil**

If you need this information in large print, Braille, audio or another language, please ring 01935 382424



QUALITY
TOWN
COUNCIL

Alan Tawse

Alan Tawse

Town Clerk

08 September 2010

Please contact Sally Freemantle at the Town House for more information about this meeting

To All Members of the Promotions and Activities
Committee:

Philip Chandler (Ex-officio)

Clive Davis (Ex-officio)

Tony Fife

Dave Gooding

Steve Hawker

Ruth Kendall

Ian Martin (Vice-Chairman)

Wes Read (Chairman)

David Recardo

Alan Smith

A G E N D A

Public Comment (15 Minutes)

1. **MINUTES**

To confirm as a correct record the Minutes of the previous meeting held on 13 July 2010.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM**

To receive an oral report from the Landscape Officer.

6. **YEOVIL FLOWER AND GARDENERS' MARKET UPDATE**

To consider a report by the Assistant Town Clerk attached at pages 2 and 3.

7. **NEW INITIATIVES BUDGET**

To consider a report by the Assistant Town Clerk attached at pages 4 and 5.

8. **FINANCIAL STATEMENT FOR JUNE AND JULY 2010**

To consider the Financial Statement for the period 1 June to 31 July 2010 attached at pages 6 to 9.

Public Comment (15 Minutes)

EXCLUSION OF PRESS AND PUBLIC

The Committee will be requested to pass a resolution excluding the press and public from the remainder of the meeting in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960 on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.

9. **CHRISTMAS LIGHTS**

To consider the confidential report by the Town Clerk attached at page 10.

6. YEOVIL FLOWER AND GARDENERS' MARKET UPDATE

A draft budget for the Flower and Gardeners' Market is attached and a running order for the day will be available to view at the meeting.

A new cross-street banner has been purchased. The display of this banner provides a key opportunity to promote the event in the Town Centre during the weeks leading up to the event at a relatively small cost. As well as advertising the date of the event, the replacement banner incorporates the new Yeovil in Bloom logo, and includes the names of all of the sponsors. The additional cost of £225 will be offset by an underspend in the budget allocation for the photographic exhibition.

The budget includes a sum of £1,600 to meet the cost of procuring chairs, which will be used at a range of events, including the Flower and Gardener's Market. The chairs have been ordered and will be delivered in time for use on 25 September. The storage of the chairs at the shopmobility store in the Quedam centre has now been agreed, which will provide useful access to the chairs for town centre events.

Stalls on the day will include The Garden's Group, Paradise Pots, Yeovil and Somerset Police, the British Legion and the Entertainer providing a children's activity. SSDC's activity bus has been booked and there will be face painting, balloon sellers, Aldo the Clown and jugglers, as well as music by Yeovil Town Band in the morning and Yeovil College Students in the afternoon.

"Dirty Nails", writer of a column on allotments in the local press will be attending to help with prize giving. He will also be selling his books throughout the day with a proportion of each sale being donated to Yeovil in Bloom. One of our allotment holders, Tony O'Dowd, is growing a giant pumpkin for a competition to 'Guess the Weight of the Pumpkin' with all proceeds from individual guesses going to the Mayor's charities. Jute shopping bags with the new Yeovil in Bloom logo will be on sale.

Exhibitions of photography and art will be on display throughout the day in the Methodist Church Hall.

The Committee is **RECOMMENDED** to consider the budget to date, and to note the report.

(Sally Freemantle, Assistant Town Clerk – 01935 382424)

Yeovil Flower and Gardeners' Market Income/Expenditure 2010

<u>Expenditure</u>	Estimated Budget	Actual as @ 01.09.10
Promotion and Marketing		
Banner in Town Centre	£ 220.00	£ 445 <i>Sign Solutions</i>
	£ 60.00	<i>SEC</i>
Fliers/Brochure Advertising	£ 100.00	£ 38.00 <i>{Blackmore Vale</i>
	£ 350.00	£ 150.00 <i>{Country Gardener</i>
		<i>{Western Gazette</i>
Mail shot (postage)	£ 100.00	
Exhibition		
Photo Exhibition (<i>From Field to Plate</i>)	£ 600.00	
Yeovil in Bloom and Allotment Presentation		
Hall	£ 165.00	£ 165.00
Judges Expenses	£ -	n/a
Prizes	£ 50.00	
Contingencies (inc. engraving)	£ 200.00	
Buffet lunch	£ 1,000.00	
Market/Equipment Hire		
Chairs	£ 1,600.00	£ 1,604.00 (<i>one-off cost - chairs purchased</i>)
Other		
First Aiders	£ 135.00	£ 135.00
Childrens' Entertainment	£ 170.00	£ 130.00 <i>Face Painter</i>
	£ 220.00	£ 220.00 <i>Resource Bus</i>
Entertainment	£ 350.00	£250 <i>Clown</i>
		£100 <i>Jugglers</i>
Jute Bags	£ 640.00	£ 638.00
Total Expenditure	£ 5,960.00	£ 3,875.00
<u>Income</u>		
Sponsorship	£ 1,000.00	<i>The Gardens Group</i>
	£ 500.00	£ 500.00 <i>Viridor</i>
Best Kept Allotments budget	£ 210.00	£ 210.00
Flower and Gardeners Market budget	£ 3,700.00	£ 3,700.00
Market Stalls	£ 120.00	
Balloon Seller	£ 150.00	
SSDC - Re-charge	£ 500.00	£ 380.00 <i>{ Food</i>
Total Income	£ 6,180.00	£ 4,790.00
Cost to Town Council	-£ 220.00	-£ 915.00

7. **NEW INITIATIVES BUDGET**

Mindful of the need to develop the range of services that we deliver to the people of Yeovil Town, the Town Council agreed to include an allocation of £20,000 in the 2010/11 budget towards new initiatives.

It was agreed that all the service committees would be invited to put forward bids for the use of this new fund, and that the Town Council would decide how this new fund will be spent.

Earlier this year, the Policy, Resources and Finance Committee were asked to give guidance on the process to be followed, and they have agreed that all services committees be reminded of the need for this budget to be used for *new* initiatives.

They also agreed that, to allow sufficient time for ideas to be drawn up and developed, the proposals that emerge be considered at the September meeting of the Policy, Resources and Finance Committee and referred to the October meeting of the Town Council for determination.

This will enable all suggestions that were identified during the July cycle of meetings to be investigated and costed by the officers, and for their findings to be reported back to the service committees during the September cycle of meetings, and for each committee's priorities to be agreed and put forward to the Policy, Resources and Finance Committee on 28 September.

Proposal

At the last meeting of the Promotions and Activities meeting it was agreed to investigate the feasibility and cost of procuring a gazebo style temporary structure to be used to cover the entertainments area for appropriate events in that location.

Information

The estimated cost of a 12m x 12m aluminium framed marquee with PVC (flame retardant, UV resistant and anti fungicidal protected) roof sections and walls, is £9,650. The marquee would have bay widths of 3m, be 2.1m to the eaves and have an apex height of 4.89m.

It is estimated it would take four persons 2 hours to put the marquee and 2 hours to take it down. It would also be necessary to consider a storage location for the marquee when it is not in use – there would be 8 x 6.4m lengths of aluminium, many 3m lengths of aluminium and the total weight of all materials would be 1000kgs.



This illustration is to show the style of the marquee only.

The Committee is **RECOMMENDED** to note the matter and to consider whether the proposal for a gazebo style temporary structure/marquee to be used to cover the entertainments area, be forwarded to the Policy, Resources and Finance Committee for consideration.

(Sally Freemantle, Assistant Town Clerk – 01935 382424)